

أرعب في السجلات بالغة العربية أرعب في السجلات

中文交談 我希望以中文交談

français Je voudrais parler français

Ich möchte Deutsch sprechen

ο αγγλικά Θα ήθελα να μιλήσω αγγλικά

बूँगा/करूँगी मैं हिन्दी में बोलना पसन्द करूँगा/करूँगी

Iliano Vorrei parlare italiano

です 私は日本語を話したいです

Chciałbym umieć po polsku

guês Gostaria de falar português

КОМУ Я ХОЧУ ГОВОРИТЬ ПО-РУССКИ

ol Me gustaría hablar español

ฉันอยากจะพูดภาษาไทย

Türkçe konuşmak isterim

أرغب في التحدث باللغة العربية

我希望以中文交談

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Θελα να μιλήσω αγγλικά

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il parlare italiano

本語を話したいです

umieć po polsku

de falar português

орить по-русски

hablar español

พจนานุกรมไทย

mak isterim



LANGUAGES

TV, RADIO, VIDEO, AUDIO, PRINT

1 9 9 4 - 1 9 9 5

So you want to learn a language...

Whatever the language, whatever the level, whether you are learning a language yourself or teaching others, this brochure is designed to help you find the right BBC language resources for you.

We offer you a wider-than-ever choice of language-learning media in fifteen world languages. Choose from television series, radio broadcasts, videos, audio cassettes, CDs and a range of printed items. Start from scratch, brush up on your school knowledge or study at an advanced level. Start from here, and good luck!

How to use this brochure

- Select the language you would like to learn from the resource guide on page 5, and turn to the relevant section.
- Look for your level given under each title.
- Note transmission details of the programmes. Please check details in *Radio Times* or telephone 081-746 1111.
- Note availability of the non-broadcast materials. If you wish to purchase non-broadcast materials direct from us, use the order form in the centre of this brochure. Note that only those materials marked * on the order form are available through booksellers.

Format(s) available.

Radio/Print

Broadcast series title

German 12-14:

Die Schnüffler

Age 12-14/Beginners

New refers to programmes that are being broadcast on air for the first time, or to resources that are recently published. **Repeat** refers to the broadcasts only.

New

Summer 1995

8 x 10 minute programmes

4 programmes per transmission

TV or radio channel

Radio 3 FM Night School

Radio 3 FM Night School is a dedicated slot 2.30-3.10am, Monday - Thursday most weeks during term time.

See attached transmissions sheet or telephone 081-746 1111

Resource details and prices

Many are available on the order form in the centre of this brochure. Prices are correct at the time of going to press.

Student's workbook including guidelines for teachers, transcripts and photocopiable worksheets £6.25

Take your first-year students on a dramatic adventure with these two four-part stories. Each programme consists of a six-minute narrative and four minutes of activities to help pupils understand what they are required to do. The characters are chosen to be of interest to this age range and the programmes present familiar language in a creative context.

Age range and level

Programmes are often made with a certain age group in mind, but may also be suitable for students outside this range. The six levels are intended as a guide only.

Academic term(s) the programmes are to be broadcast in.

Number and length of programmes in the series.

Transmission details are given where possible but are always subject to change. Please check on the attached transmissions update sheet in this brochure, in *Radio Times* or telephone 081-746 1111.

Brief outline of series content and individual programme titles where possible.

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More free copies

For further free copies of this brochure contact BBC Education Information. Please specify if you would like your name to be added to our languages mailing list to automatically receive your free copy of the 1995/6 *Languages* brochure in March 1995.

Ordering resources

There is a direct mail order form in the centre of this brochure. This enables you to purchase directly from BBC Education, most of the resources currently available. More copies of the order form can be sent to you free on request. Please telephone 081-746 1111.

Transmission times

Transmission times are always subject to change. Please see the transmissions sheet that accompanies this brochure, or check in *Radio Times* or on page 613 of CEEFAX. Please note that transmission times given for after midnight relate to the pre-midnight date.

Any comments

We welcome your comments and feedback about any BBC language resources you have used, or suggestions about future requirements.

Please write to the BBC Language Unit. See page 29.

Further help?...

For further help or information about any aspect of learning a language with the BBC, contact:
BBC Education Information, BBC White City,
201 Wood Lane, London W12 7TS.
Telephone: 081-746 1111.

An answerphone operates outside office hours.



How to use language broadcasts

We know that we all learn more effectively when we are 'actively involved' in the learning process. We are also aware that watching television or listening to the radio is often regarded mostly as a 'passive' or 'leisure activity'.

Yet there are many ways in which broadcasts can be used very successfully in 'active learning' whether in formal training or as part of open learning. We hope the information here will help you make the most of the active language learning opportunities offered to you by radio and television.

We strongly recommend that you record language programmes. This will enable you to watch or listen to them again, and to use the programmes as a full and integral part of the learning process.

Television and Video

Learning in the classroom: preparation

- Be clear about the learning objectives of your session and work out how best to use the programme. Are you going to use the whole tape or different sections from it?
- Think about the expectations of the class. Will they expect to just sit back and enjoy the programme without thinking too much about it? Will they have a critical, active approach?
- How can a learning atmosphere be developed while the programmes or excerpts are being shown? What about room layout, the temperature of the room, the amount of light, tasks to set whilst the class is watching?
- Try to build in a linguistic progression, from closed to open-ended tasks. Allow the learner to practise first with the language in the broadcast. Then move on to more extended oral work in which the learner takes the language and adapts it for his or her own purposes.
- Language can also be transferred from one context to another. This personalised and creative use of language helps learners to retain what they have learned more effectively.
- Try not to explain what is going to happen next as a way of encouraging motivation. Surprise and originality are very effective learning tools! A pre-viewing questionnaire is useful in relating the broadcast to individual learner's experiences. Other 'warm-up' techniques include using exercises based on other television output, in pairs or with whole groups.

Follow-up activities

- For the beginner, these should involve language closely linked to the viewing. For instance, watch a scripted sequence, then play a part in a role-play and change the vocabulary. Once the language structures have been absorbed, the tasks can be opened up to wider interpretation.
- Include other skills areas such as reading and writing. For instance, if the 'vox-pops' illustrate leisure activities, the learner could later talk about his or her own preferences, ask others about theirs and go on to compile a report about others in the group. The report could be verbal or written.
- Support material to broadcasts can usually be found in the book accompanying the series or in the teacher's guide, but additional reading material can be obtained from the foreign country itself.

General guidelines

- Use a variety of approaches with a group and always evaluate the effectiveness of the broadcast extract.
- Set achievable tasks, which might be easy at first, then more difficult. This encourages self-confidence and motivation. It also allows the learner to feel that he or she is making progress.
- Test and develop the learner's observation, memory and presentation skills – foreign language learning is part of a much wider communication process.

Learning alone

If you are studying on your own, watch the programme a number of times. On first viewing don't worry if you only catch a little of the language. The more you watch, the more you will be able to re-tune into the broadcast and know what to focus on. And the more you watch, the more surrounding language you are likely to understand. In this way, you build up your ability to listen out for key words.

To get the most out of a language course, try to use as many sources as you can, and don't be afraid to put into practice what you have learned. If you can't get to a class or join a group, consider recording yourself with a tape recorder and compare it to the source. Try to develop different ways of memorising new language and find the ones which work best for you. Different learning strategies are featured in our new course material.

Radio and Audio

Radio programmes are usually closely linked to the audio (cassettes or CDs), but are becoming increasingly motivational, with up-to-date information on the country itself, tips on how to learn and contributions from learners. The audio component now offers the main learning material, with presentation of new language, exercises, explanations and repetition. This is an essential part of the package as it will help you with accent, pronunciation, confidence in speaking, as well as improving your ability to understand what people are saying to you. Do not underestimate the importance of good listening skills to the language learner. To operate effectively in a foreign language, you must be able to decode what people are saying to you, and it's unlikely that you'll have written notes! Listen carefully and visualise what's being said. Good luck!

Joan Keevill, BBC Language Unit

	Format					Level						
	Video	Audio	Print	Radio	Tv	Primary	Beginners	Intermediate	Advanced	Business	General	
French												page 7
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French

The French Experience

A brand new multimedia French course for adult beginners comprising:

- television and radio series
- comprehensive student's book
- integrated audio package
- teacher's guide with audio

Television

Filmed on location in Normandy, Strasbourg, the Pyrénées, Toulouse and Paris, the twenty programmes introduce the viewer to a wide range of language situations and provide a rich, cultural tapestry into which the everyday lives of French people are woven. The programmes use exciting graphics to help you focus on key language. Each programme develops a particular theme, which is covered in depth in the course book – introductions, the family, work, where you live, shopping, directions, where to stay, health, leisure, travel, culture, and more.

Programme 20 looks at multicultural France as a forerunner to series 2, which among other things will explore where French is spoken outside France.

New

Autumn 1994

20 x 15 minute programmes

BBC1 from October

See attached transmissions sheet or telephone

081-746 1111



The film crew travel with French school children on the Canal du Midi near Béziers

Radio

The radio series introduces the listener to a range of French native speakers, who talk about everyday life, their likes and dislikes. The programmes explore the difficulties faced by people learning on their own and will offer helpful hints and tips. There will be a 'Tour de France' treasure hunt and an interactive storyline developing through the series.

New

Autumn 1994

16 x 30 minute programmes

Radio 4 LW from October

See attached transmissions sheet or telephone

081-746 1111

Book

The course book contains 20 teaching units plus regular revision and review sections to help you monitor your progress. The language is taught in an interesting and meaningful way using useful and relevant examples that can be easily adapted to each individual's needs. Topics include: introductions, the family, work, where you live, shopping, directions, where to stay, health, leisure, travel and culture.

Book £10.99

Cassettes and CDs

Most of the audio is recorded on location, with the presenters introducing items and guiding you through the material. There are special sections on pronunciation and on French phonetics, which will improve your accent and your understanding, plus a comprehensive grammar section.

Student's cassette pack 4 x 75 minutes £24.99

CD pack 4 x 75 minutes £45.00

Teacher's guide and audio

For the first time ever, the BBC is producing a comprehensive teacher's guide with separate audio free of the English introductions. The notes summarise the main teaching points, learning objectives and key vocabulary for each unit, with suggestions for pair, group and whole class activities. Also included are worksheet masters, audio transcripts and ideas for assessment all in an A4 hole-punched format for ease of access.

Teacher's guide £19.99

Teacher's cassette pack 2 x 75 minutes £14.99

Videopack

A training videopack is planned.

For information please telephone 081-576 2361.

French Experience seminars

BBC Languages will be holding seminars for teachers all over the UK between April and June 1994. If you would like further information, please write to:
The Language Unit, BBC White City, Room 5356,
201 Wood Lane, London W12 7TS.

We will release dates and venues as soon as possible.

TV/Radio/Print

Le Club

9-12/Beginners

New

Spring 1995

10 x 15 minute programmes

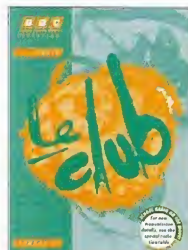
BBC2 Mondays 9.00-9.15am from 24 April (progs. 1-5)

Wednesdays 10.45-11.00am from 26 April (progs. 6-10)

Summer 1995

8 x 10 minute programmes

Radio 3 FM See attached transmissions sheet or telephone 081-746 1111



Television and radio teacher's notes including language reference and photocopiable activity sheets £2.75 each

Welcome to *Le Club*, a new resource for primary French. Television and radio programmes will motivate young learners of French, introducing small amounts of language through lively items, carefully designed to appeal to this age range, and bringing awareness of the foreign language to life.

Young learners in schools, classes or clubs will be encouraged to imitate, and acquire, French through accessible songs, animation, games and enjoyable activities.

The radio series provides a complete package of French resources for 9 to 12 year-olds. Presenters Thierry and Véronique introduce young French speakers into *Le Club* and lead them through the theme of the day.

Topics covered include: numbers, colours, sports and hobbies, pets, names, meeting people, dates and birthdays, homes, school, directions and shops. Don't worry if you're not a French specialist, there are teacher's notes giving language guidance and practical tips.

Print/Audio

Passport to France

10-15/Beginners/General

Language pack – book, travel guide and 75 minute cassette £7.99

A simple, practical language and information pack for children of 10 to 15 travelling to France. The 96-page book is split into two sections containing key words and phrases suitable for GCSE students, plus a 32-page travel guide. More general information is also provided in a special section, *France and the French*, using games and quizzes. The 75-minute cassette includes a pronunciation guide as well as key phrases.

Print/Audio/Video

A Vous La France!

Beginners



Teacher's notes £4.99
Book £7.99
Cassettes 2 x 60 minutes
£6.99 each
Cassette pack 2 x 60 minutes
£12.99
Activity book £4.99
Book and cassette pack £23.99

This widely acclaimed beginner's French course is ideal for those who want to acquire a good basic knowledge of French and build a strong foundation for further learning. It covers the key language required to make the most of any French trip – ordering a meal, making a telephone call etc.

The comprehensive book included in the package, also gives you full explanations of the grammar and extensive vocabulary lists. The two 60-minute cassettes include location recordings and guidelines in English.

Radio/Print

French 12–14:

Contes Mystérieux

12–14/Beginners

New

Summer 1995
8 x 10 minute programmes
4 programmes per transmission

Radio 3 FM Night School

See attached transmissions sheet or telephone
081-746 1111

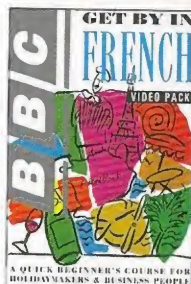
Student's workbook including guidelines for teachers, transcripts and a full set of photocopiable pupil worksheets £6.25

Motivate students in their first year of French with eight exciting adventure stories. Each programme consists of a six-minute narrative and four minutes of activities to assist the pupils in their understanding of what they are required to do. The characters are chosen to be of interest to this age range and the programmes present familiar language in a creative context.

Video/Print/Audio

Get by in French videopack

Beginners



Videopack – 60 minute video,
2 x 90 minute cassettes, *Get by
in French* book and video guide
£29.99

A quick and easy introduction to French, now with a 60-minute video containing extracts from the popular *A Vous La France!* television programmes.

The course includes items on eating and drinking, shopping, booking a hotel and meeting people. Key words and phrases are presented in the book, accompanied by two audio cassettes and a guide, which offers additional dialogues and exercises based on the video. Ideal for tourists, business people and students preparing for basic level accreditation.

See also *Get by in French*, page 27.

TV/Video/Print

Quinze Minutes

11–13/Beginners

Repeat

Spring 1995
10 x 15 minute programmes
BBC2 Wednesdays 9.00–9.15am from 26 April

Teacher's notes £6.25
Pupil's pamphlet £3.00
Videopack – 150 minute video plus teacher's notes
and transcripts £35.75

'One of the most satisfying pieces of language
teaching through TV that has been produced...'
Times Educational Supplement

Used by over 50% of all schools, *Quinze Minutes* is a lively magazine series for those who have just started learning French. The series is presented in French and English by bi-lingual presenter Nicholas Mead and focuses on the everyday life of a group of French 11 to 13 year-olds in Rouen and the northern coast.

The programmes are:

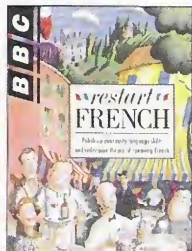
- | | |
|----------------------|-----------------------------|
| 1 <i>En ville</i> | 6 <i>Les sports</i> |
| 2 <i>A la maison</i> | 7 <i>A la mode</i> |
| 3 <i>A l'école</i> | 8 <i>Jours de fête</i> |
| 4 <i>A table</i> | 9 <i>En vacances</i> |
| 5 <i>Temps libre</i> | 10 <i>Visites en France</i> |

Linked to Stage 1 of *Etoiles*. See page 13.

Audio

Restart French

Beginners



Cassette pack 2 x 75 minutes
£9.99

Restart French is a lively and motivating audio package for those with some prior knowledge of French who want to improve their spoken language.

The course covers key language topics: going to France, greetings, work, customs, food and drink, travel, sport and leisure etc. Lots of repetition and regular progress checks supplement your learning.

Radio

Short Stories

Beginners/Intermediate

New

Autumn 1994

11 x 15 minute programmes

Sunday evenings

Radio 4 LW from October

See attached transmissions sheet or telephone

081-746 1111

A new series of short stories in French, Spanish and Italian for listeners with a basic knowledge of each language. The stories are introduced and discussed in English, to help you get the most out of each, and will be a stimulating and creative addition to any adult language course.

Audio/Print

Satellites Français

12-15/Intermediate

Reader pack – 20 booklets £35.00

Multiple reader pack – 3 x 20 booklets £95.00

Cassette pack 1 x level 1, 1 x level 2, 1 x level 3
£22.95

Teacher's notes including 40 copymasters £11.73

Get your students listening to, and reading in, French with this exciting range of audio material spanning traditional tales, contemporary works, non-fiction and poetry. The twenty stories are arranged at three levels, starting with material for those relatively new to the language and progressing to more challenging stories for those pupils with a year or two's experience. Atmospherically told, with appropriate music and sound effects, each is also available as a full-colour illustrated book so that pupils can read along as they listen. Pupils can choose the stories they like and teachers can monitor progress by using the new set of worksheets that now accompany the series.

Linked to Stages 1 – 3 of *Etoiles*. See page 13.



Beginners

Autumn 1994 sees the start of the BBC-wide initiative *French Challenge*. It offers listeners and viewers a wide range of programming on France and the French to encourage more people to take up the study of French. A French course list will be available from early autumn, along with a *French Challenge* information booklet. See *Radio Times* for details in late August.



La Pyramide du Louvre, Paris

Print/Audio

France Extra!

Intermediate



Book £7.99
Cassette pack 3 x 75 minutes
£19.99
Transcripts £3.00 available from
BBC Shop, PO Box 1QX,
Newcastle-upon-Tyne, NE99 1QX.
Make cheques payable to
BBC Shops.

This second stage course follows on from *A Vous La France!*, and takes students up to an intermediate level. Building on situational language, it teaches you how to express new experiences, interests and opinions in French. Based on conversations recorded on location, the course contains notes, background information, and a full reference section. The three 75-minute cassettes contain the interviews and supplementary exercises. The transcripts cover the *A l'Ecoute* and *Faits divers* sections.

Print/Audio

Franc-Parler

Intermediate



Book £7.99
Cassette pack 2 x 90 minutes
£12.99

This third-stage French course helps students to improve their conversational French by introducing them to a wider range of spoken French in a variety of locations and situations. The book contains texts for comprehension and listening practice, grammar explanations and exercises, and essential phrases. The two 90-minute cassettes contain conversations recorded in Lille, Provence and Rouen and exercises for comprehension, listening and pronunciation.

Radio/Print

French 14-16: Radio Relax

14-16/Intermediate

Repeat

Spring 1995
4 x 20 minute programmes
2 programmes per transmission

Radio 3 FM Night School

See attached transmissions sheet or telephone
081-746 1111

Student's workbook lists the themes and topics covered and contains full scripts and photocopiable worksheets to prompt activities in small groups £6.25

Tune in to *Radio Relax*, for the flavour of an early evening local radio show. Each programme features a teenage guest presenter and there are phone-ins, interviews, quizzes, news items and small ads.

In line with the curriculum requirements to introduce aspects of cultural and European awareness, there are also special reports from around Europe. The language is authentic and colloquial, with varying levels of difficulty. This series can be presented by the teacher or used with the workbook for individual study.

TV/Video/Print

Ici Paris

12-14/Intermediate

Repeat

Autumn 1994
5 x 15 minute programmes
BBC2 Wednesdays 9.00-9.15am from 2 November

Teacher's notes including transcripts and worksheets for pupils £6.25

Videopack - 75 minute video plus teacher's notes and transcripts £35.75

'Working from rigorous unit-by-unit linguistic objectives, these programmes are visually splendid and give a colourful, bird's eye view of Paris.'

Times Educational Supplement

Set in a pacy magazine format, *Ici Paris* is the sequel to the popular beginner's series *Quinze Minutes*. Two teenage Parisian presenters, Jean and Sirine, take us on a whirlwind tour of Paris, meeting their friends, introducing us to their lifestyle and interests. The programmes cover a range of topics including science, technology and the creative arts, and feature short documentaries and vox-pop sequences:

- 1 *Paris - ville internationale*
- 2 *Paris - au jour le jour*
- 3 *Paris - la banlieue et la campagne*
- 4 *Paris - art et technologie*
- 5 *Paris - jeune*

Linked to Stage 2 of *Etoiles*. See page 13.

TV/Video/Print

Le Café des Rêves

13-15/Intermediate

Repeat

Autumn 1994

5 x 20 minute programmes

BBC2 Wednesdays 9.00-9.20am from 19 September

Teacher's notes £6.25

Videopack - 100 minute video plus teacher's notes and transcripts £35.75

Book *Bande Dessinée* tells the story of *Le Café des Rêves* in a 32 page comic-strip £3.50

Multiple pack - 6 x books £15.00

Filmed on location in Lille, *Le Café des Rêves* features a group of teenagers from different backgrounds in a thrilling five-part drama. Against all the odds and on their own initiative, they raise sufficient funds, through a rap concert, to transform a run-down café into a popular teenage venue.

The language level in the script is carefully pitched and presents real, everyday French. The series offers a creative and imaginative resource which relates directly to the interests of teenage learners.

Linked to Stage 3 of *Etoiles*. See page 13.

TV/Video/Print

Jeunes Francophones

14-16/Intermediate

Repeat

Autumn 1994

10 x 20 minute programmes

BBC2 Mondays 11.40am-12.00noon from 19 September

Teacher's notes including transcripts and photocopiable resource sheets £6.25

Videopack - 200 minute video plus teacher's notes and transcripts £51.00

Bring the colour and variety of the wider French-speaking world into the classroom. Filmed in Toulouse, Quebec and Senegal these lively programmes have something to offer pupils at a range of levels, providing a real sense of what it is like to grow up, live and work in a French environment. One of the key aims of the series is to encourage teenagers to travel and use their French. The programmes are:

- 1 *Trois continents*
- 2 *Le look*
- 3 *Le sport*
- 4 *Temps libre*
- 5 *Notre environnement*
- 6 *Le travail*
- 7 *Les média*
- 8 *Je t'aime*
- 9 *La bonne assiette*
- 10 *Notre planète*

Linked to Stages 4 and 5 of *Etoiles*. See page 13.



Follow the adventures of these Lille teenagers in *Le Café des Rêves*

Radio/Print

French 16-18:

Nouveaux Horizons/ Voix de France

16-18/Advanced

New/Repeat

Spring 1995

8 x 20 minute programmes

2 programmes per transmission

Radio 3 FM Night School

See attached transmissions sheet or telephone 081-746 1111

Student's workbook including guidelines for teachers, transcripts and a full set of photocopiable pupil worksheets £6.25 (one per unit)

Edition Francophone (Repeat)

Explore the use of French in Canada and follow a group of Sussex sixth-formers finding out about the life and language of Guadeloupe. Two programmes are devoted to each country - one pair is aimed at students in their first year of A-level studies or equivalent while the other is for the final year.

Edition Europe (New)

Experience *Les banlieues de Paris* through location recordings and literature in two new programmes. The other two broadcasts focus on François Truffaut and on *Les Français chez nous*.

Together with the workbooks these radio programmes offer valuable support to students in the first and second year of sixth form.

TV/Print

The French Collection

16-18/Advanced

Repeat

Summer 1995

5 x 25 minute programmes

BBC2 Wednesdays 1.00-1.25pm from 27 April

Student's workbook including detailed suggestions for using the television programmes, supplementary texts, articles, and full transcripts £6.25

'...offers plenty of cultural awareness, with well-chosen, entertaining and authentic materials which will be a valuable addition to any post-16 French course.'

Times Educational Supplement

For an illuminating look at the culture of France and the French-speaking world, *The French Collection* draws on existing television programmes from France, French-Canadian television and from French-speaking parts of Africa. Themes include global warming, the Eurotunnel, De Gaulle and Mitterrand, as well as advertisements and songs.

Each programme is compiled thematically with easy-to-access sections.

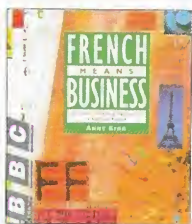
The programmes are:

- 1 *Kaléidoscope social*
- 2 *Environnement et technologie*
- 3 *Kaléidoscope culturel*
- 4 *Français francophones*
- 5 *Grands personnages*

Print/Audio/Video

French Means Business

Business



New

Book £12.99

Cassette pack 3 x 75 minutes
£23.99

Book and cassette pack £35.00

Training videopack is available.

See page 29

Aimed at those with some knowledge of French, this major new course is designed to meet the needs of a business person visiting France or dealing with French-speaking business contacts. Based on authentic location recordings, it will enable you to operate effectively in French in straightforward business situations, such as giving a short presentation on your company and its products, and discussing basic business matters. The social language of business meals is also included as well as a full explanation of cultural differences.

French Means Business is ideal for both self-study and classroom use.

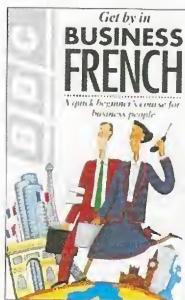


Inside the Eurotunnel – one of the topical themes covered in *The French Collection*

Print/Audio

Get by in Business French

Business



Book £4.99

Pack – book and 2 x 75 minute
cassettes £14.99

Get by in Business French is designed for business people who want a quick and easy introduction to the kind of language which will help them survive a business situation in France. The book offers key words and phrases, conversations and background information on aspects of business life in France, e.g. placing orders by telephone, sorting out invoices and dealing with letters and faxes. The two accompanying cassettes enable you to become familiar with the sound of the language and to practise pronunciation.

Etoiles

Developed by the BBC and Longman, *Etoiles* is a five-year multimedia French course for 11–16 year-olds. It comprises four television series, a radio series, plus books, audio, teacher's files, videos, software and assessment materials. *Etoiles* offers everything you need to motivate your students and to fulfill curricular requirements in the best learning environment using the highest quality resources.

Etoiles is based on an interactive approach, offering students learning material that captivates their interest, such as the audio 'soap', and lots of authentic reading material using text, realia, cartoons, etc. The language is carefully structured and the presentation is attractive. The teacher's file, assessment file and departmental resource file offer support and contain a wealth of ideas and photocopy masters to enable the teacher to adapt the material to the needs of the students whilst operating entirely in the target language. Flexibility and autonomy are built in and there is an IT package to extend the range of activities possible.

Stages 1 and *2* are intended for students in years 7 and 8 (or equivalent). *Stage 3*, for year 9, includes



even more differentiation, with extra low attainer worksheets, laminated work cards and a *mémo* book for revision. These three stages are accompanied by the *Quinze Minutes*, *Ici Paris* and *Le Café des Rêves* television series respectively, the *Satellites* reading and listening package and the *Pendown Etoiles* software package. *Stages 1* and *2* are available now, *Stage 3* in May 1994. Money-saving evaluation packs of all three can be ordered (see below).

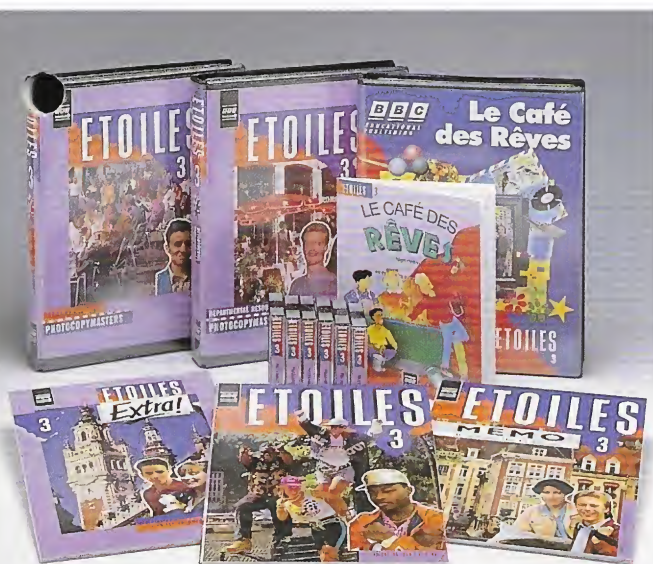
Stages 4 and *5* television, the *Jeunes Francophones* series, is being broadcast in Spring and Autumn 1994, with teacher's notes from Autumn 1994. The accompanying student's books and teacher's resources will be published in Spring 1996 and 1997.

Further information

Etoiles evaluation packs are available for free evaluation with a option to buy and save money. (A reply paid label is supplied with every pack.) Telephone 0279 623928 to order. Individual items can also be purchased on the order form in this brochure.

An independent team of teacher consultants who use *Etoiles* in their own schools run *Etoiles* Dissemination Sessions which are tailored to individual needs. If you would like to attend or host a session in your school, contact Sue Long on 0279 623888. Also available from this number, a network of *Etoiles* Contact Schools using *Etoiles* who are willing to discuss the course and to offer practical advice.

For a free, full-colour catalogue, telephone 0279 623888.



German

German Means Business

***German Means Business* is designed to meet the immediate needs of the business person who wants to communicate effectively in German and to understand German business culture.**

Whether or not you're already using German in your work, straight away you'll be dealing with real-life situations and German-speakers in their normal working conditions.

Training Videopack

The training package offers organisations a comprehensive course which enables the individual learner or group to reach a fully conversant level and feel confident in a German business setting. It includes:

- a 30-minute German language version of each of the five *Germany Means Business* television programmes
- a transcript booklet of the five commentaries
- two 45-minute language learning videos to help learners develop comprehension and spoken skills
- a video guide to accompany the language learning videos
- three 75-minute audio cassettes
- a course textbook
- an introductory guide

For details of how to order see page 29

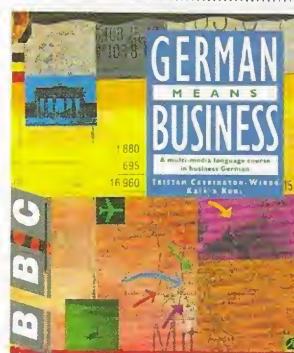
Book

German Means Business covers the language you will need to enable you to talk about all aspects of business, from your job and your responsibilities, to your company and its products. You can practise giving presentations, making phone calls, entertaining your business contacts and visiting a trade fair. The book includes key words and phrases, grammar, practice exercises, checklists, a dictionary and help with pronunciation.

German Means Business is ideal for both self-study and classroom use.

Cassettes

The pack of three 75-minute cassettes accompanying the book, contain authentic recordings, many taken from the original *Germany Means Business* television series. They include explanations, exercises and ample encouragement to practise your pronunciation. The cassettes provide an invaluable 'first-hand' insight into German business culture and offer useful background information about German business life and social customs.



Book £12.99

Cassette pack 3 x 75 minutes £23.99

Book and cassette pack £35.00

Print/Audio

Passport to Germany/Austria

10-15/Beginners/General



Language pack – book, travel guide
and 60 minute cassette £8.99

A simple, practical language and information pack for children of 10 to 15 travelling to Germany or Austria. The 96-page book is split into two sections containing key words and phrases suitable for GCSE students, plus a 32-page travel guide. More general background information is provided in a special section on the countries and people, presented in the form of games and quizzes. The 60-minute cassette includes a pronunciation guide as well as key phrases.

Radio/Audio/Print

German Stories: Bücherregal

11-14/Beginners

New

Autumn 1994

15 x 10 minute programmes
4 programmes per transmission

Radio 3 FM Night School

See attached transmissions sheet or telephone
081-746 1111

Reader pack x 15 titles £35.00

Multiple reader pack 3 x 15 titles £85.00

Cassette pack 3 x 50 minutes £35.00

Motivate your German beginners with a range of new and fascinating stories. This new series combines interesting and highly imaginative radio stories with illustrated and exciting readers, published in collaboration with Thomas Nelson.

The stories are arranged into three broad bands of difficulty. Fully scripted with radio in mind, they provide an interesting and lively resource, recorded with suitable sound effects to enhance the listening process.

The readers include pupil activities as well as a basic vocabulary list. Together with the programmes, they offer a free-standing resource for use in the classroom or for pupils working on their own, and encourage the development of pupil autonomy.

Please note that these programmes are not available from the cassette service.

Print/Audio/Video

Deutsch Direkt!

Beginners



Teacher's notes £3.95

Book £7.99

Cassettes 3 x 90 minutes
£6.99 each

Cassette pack 3 x 90 minutes
£19.99

Grammar workbook £4.99

Book and cassette pack £29.99

Training videopack is available

See page 29

This popular beginner's German course is based on dialogues and interviews recorded on location in Germany and Austria and features the everyday language needed for travelling or working in a German-speaking country. The twenty-unit course book covers topics such as introductions, booking a room, buying a meal and includes language notes and exercises, quizzes and progress checks.

The three 90-minute audio cassettes include the dialogues and provide listening and comprehension practice, while the grammar workbook contains exercises on grammatical points and self-assessment tests.

Radio/Print

German 12-14:

Die Schnüffler

12-14/Beginners

New

Summer 1995

8 x 10 minute programmes

4 programmes per transmission

Radio 3 FM Night School

See attached transmissions sheet or telephone
081-746 1111

Student's workbook including guidelines for teachers, transcripts and photocopiable worksheets £6.25

Take your first-year students on a dramatic adventure with these two four-part stories. Each programme consists of a six-minute narrative and four minutes of activities to help pupils understand what they are required to do. The characters are chosen to be of interest to this age range and the programmes present familiar language in a creative context.

Print/Audio

Deutsch Express!

Intermediate



Book £8.99

Cassette pack 3 x 90 minutes
£19.99

This second stage course, which follows on from *Deutsch Direkt!*, is for those who want to express their opinions, interests and feelings in German. The coursebook contains texts of conversations recorded in the Black Forest and Berlin, on subjects such as housing, health, and education, plus exercises, background information about the country and language explanations. The three cassettes enable you to listen in to many of the conversations and practise your own pronunciation.

Print/Audio

Ganz Spontan

Intermediate

Book £8.95

Cassette pack 2 x 90 minutes £12.99

Ganz Spontan is designed for those with some knowledge of German who wish to improve their understanding and their conversational skills.

The course is based on conversations recorded in Bonn and Vienna and deals with more advanced topics such as politics, pollution and sport. The book offers grammar explanations and further reading material, and the two audio cassettes include all the dialogues.

Radio/Print

German 14-16: Radio Aktiv

14-16/Intermediate

Repeat

Spring 1995

4 x 20 minute programmes

2 programmes per transmission

Radio 3 FM Night School

See attached transmissions sheet or telephone
081-746 1111

Student's workbook including guidelines for teachers, transcripts and a full set of photocopiable pupil worksheets £6.25

Tune into *Radio Aktiv*, a fictional radio station in the north of Germany. This lively magazine programme combines simple conversations with special reports, phone-ins, interviews and quizzes. Using a teenage studio guest, each programme takes a broad look at issues of interest to the target age-group in the following four topic areas: geography and travel, health, work and the future, and sport and leisure. The language is authentic and colloquial and tasks are set at a variety of levels. Ideal for listening work, this series can be presented by the teacher, or used with the workbook in self-study.

TV/Print

The German Collection

16-18/Advanced

Repeat

Spring 1995

5 x 25 minute programmes

BBC2 Wednesdays 1.00-1.25pm from 1 March

Teacher's pack contains ideas for classroom use and photocopiable worksheets in an A4 ring-binder format £9.99

Germany before and after the fall of the Berlin Wall and issues affecting German society in the '90s, such as recycling and 'foreign' workers, are just two of the topics covered in *The German Collection*. It provides a rich and varied selection of items from television stations in Germany and German-speaking countries. The programmes are aimed primarily at post-16 students studying at advanced level but will be of interest to anybody with a working knowledge of German.

The programmes are:

1-2 *Fünf Wochen im Herbst*

A two-part eye-witness account of the events leading up to the opening of the Berlin Wall in November 1989 (first shown in *Advanced German*)

3 *Leute von Heute*

4 *Alltag*

5 *Brennpunkte*

Programmes 3-5 are arranged in a magazine format allowing easy access to individual sections.



Sonia Zimmer looks at German National Service in *Lernexpress* 2

Radio/Print

German 16-18:

Deutschlandspiegel

16-18/Advanced

New/Repeat

Spring 1995

8 x 20 minute programmes

Radio 3 FM Night School

See attached transmissions sheet or telephone

081-746 1111

Student's workbook including guidelines for teachers, transcripts and a full set of photocopiable pupil worksheets £6.25 (one per unit)

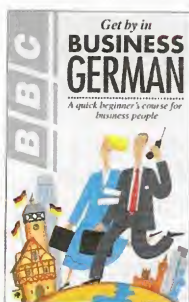
Deutschlandspiegel features topics of cultural, social, political and historical interest. It offers students an enjoyable and motivating route to expanding their knowledge of German at levels of language appropriate for this age range.

The language level has been very carefully selected to ensure that the student has access to authentic speech in a variety of registers, eg news, formal, informal. This year's unit of new programmes is based on themes related to Germany – from the political to the light-hearted – in order to provide a rich and stimulating range of subject matter. The repeat unit features two programmes for first year sixth-form on *Arbeitspraktikum in Göttingen* and two more challenging programmes on sport and education.

Print/Audio

Get by in Business German

Business



Book £4.99

Pack – book and 3 x 75 minute

cassettes £14.99

Get by in Business German is designed for business people who want a quick and easy introduction to the kind of language to help them survive a business situation in Germany. It consists of a six-unit book containing key words and phrases, conversations and background information on aspects of business life in Germany. It offers instant help with placing orders by telephone, sorting out invoices and dealing with letters and faxes. Two accompanying cassettes enable students to become familiar with the sound of the language and to practise pronunciation.

Radio

Make German your Business

Business

Repeat

Autumn 1994

5 x 30 minute programmes

Radio 4 LW Sunday evenings

See attached transmissions sheet or telephone

081-746 1111

Five programmes for anyone in business who is thinking of learning the language or brushing up on what they know.

The series examines the need for German in British business and looks at ways of acquiring it, giving hints and tips on how to study. Business people acting as 'guinea pigs' learn some basics of the language on air.

Presenter Chris Serle talks to experts and business people who have already taken the plunge, and on-the-spot reports give a picture of language training in British companies.



Spanish

Spain Means Business

Four documentaries about the business culture of Spain offer a wide range of case studies to illustrate different aspects of doing business in Spain.

The series is invaluable viewing for all business and language students and for anyone who wants to learn more about doing business there.

Television

Programmes, with English commentary and subtitles, are:

- 1 *Made in Spain* – The success stories behind *Hola!* magazine, the food conglomerate Campofrio and the lollipop manufacturer Chupa Chups.
- 2 *Sunning it* – Business corporations on the Costa Del Sol. Can it become the California of Europe?
- 3 *Big spenders* – Consumerism through the eyes of a top fashion designer, an advertising agency and a successful chain store.
- 4 *Back to the future* – Asturias is a region experiencing a sharp decline in the coal mining and steel industries. This programme looks at how it is preparing for the future.

Repeat

Spring 1995

4 x 30 minute programmes

BBC2

See attached transmissions sheet or telephone
081-746 1111



Attend a business presentation of the successful Spanish food company *Campofrio*

Book, cassettes and videopack

The course book related to the programmes, entitled *Spanish Means Business*, is accompanied by three cassettes and forms the core of the language learning material. Aimed at those with little or no prior knowledge of Spanish, this package will take you quickly through the basics and into the language of commerce. At the end the student will be able to operate effectively in Spanish in straightforward business situations, such as giving a short presentation on his/her company and its products, and discussing basic business matters. *Spanish Means Business* is ideal for both self-study and classroom use.



Book £12.99

Cassette pack 3 x 75 minutes
£23.99

Book and cassette pack £35.00
Training videopack is available.
See page 29

Radio/Print

Spanish 12-14: El Fantasma

12-14/Beginners

Repeat

Autumn 1994

8 x 10 minute programmes

4 programmes per transmission

Radio 3 FM Night School

See attached transmissions sheet or telephone

081-746 1111

Student's workbook including guidelines for teachers, transcripts and a full set of photocopiable pupil worksheets £6.25

Inma and Ramón arrive in Spain to visit their cousins, only to find their eldest cousin Antonio has disappeared... *El Fantasma* is a dramatised eight-part adventure story which helps pupils consolidate the language learned in the first two years of study.

The programmes are lively, entertaining and accessible to students working in groups or alone.

Print/Audio

Passport to Spain

10-15/Beginners/General

Language pack – book, travel guide and 75 minute cassette £7.99

A simple, practical language and information pack for children of 10 to 15 years travelling to Spain.

The 96-page book is split into two sections containing key words and phrases suitable for GCSE students, plus a 32-page travel guide.

The 75-minute cassette includes a pronunciation guide as well as key phrases.

Video/Print/Audio

Diez Temas

12-15/Beginners/Intermediate

Teacher's notes £6.25

Book £7.50

Cassette 1 x 30 minutes £12.50

Videopack – 150 minute video with teacher's notes and transcripts £51.00

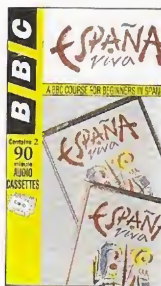
Diez Temas gives students the opportunity to see Spanish daily life through the eyes of a group of teenagers from Salamanca and listen to authentic language. The language level is controlled through the use of graded questions which appear on screen in the vox pop sequences.

A comprehensive pupil's book with accompanying cassette support the programmes.

Audio/Print/Video

España Viva

Beginners



Book £8.99

Cassettes 2 x 90 minutes £6.99 each

Cassette pack 2 x 90 minutes £12.99

Activity book £4.99

Book and cassette pack £23.99

Training videopack is available.

See page 29

A first stage beginner's course in Spanish, comprising a comprehensive student's book with language notes, background information, exercises and a reference section. The two audio cassettes feature dialogues recorded in Spain plus English guidelines and the grammar workbook provides explanations and extra exercises for grammar points covered in the course book.

Video/Print/Audio

Get by in Spanish videopack

Beginners

Videopack – 60 minute video, 2 x 90 minute cassettes, *Get by in Spanish* book and video guide £29.99

A quick and easy introduction to Spanish, now with a 60-minute video containing extracts from the popular *España Viva* television programmes.

Key words and phrases are presented in the book, accompanied by two audio cassettes and a guide, which offers additional dialogues and exercises based on the video. Ideal for tourists, business people and students preparing for basic level accreditation.

See also *Get by in Spanish*, page 27.

Print/Audio

México Vivo

Intermediate

Book £9.99

Cassette 1 x 90 minute £6.99

México Vivo is an intermediate course for those who may have studied *España Viva* or *Paso Doble* and who are interested in South American Spanish. As well as covering the language needed for practical situations, the course also introduces language necessary for expressing opinions and describing things. The sights and sounds of Mexico are introduced through explanations on Latin American Spanish and background information on the history, geography and the culture of Mexico.

Print/Audio

Paso Doble

Intermediate

Book £7.99

Cassette pack 2 x 90 minutes £12.99

A second stage course to follow *España Viva* and suitable for anyone with a basic knowledge of the language who wants to continue to intermediate level. The course book and two audio cassettes contain interviews recorded in Spain and South America, language notes, articles and exercises.

Radio/Print

Spanish 14-16: Radio Ondas

14-16/Intermediate

Repeat

Autumn 1994

4 x 20 minute programmes

2 programmes per transmission

Radio 3 FM Night School

See attached transmissions sheet or telephone
081-746 1111

Student's workbook including guidelines for teachers, transcripts and a full set of photocopiable pupil worksheets £6.25

Tune into *Radio Ondas*... Presented in the style of a local radio show in the early evening, these four programmes include news bulletins, quizzes, advertisements, video reviews, 'problems' and 'worst moment' slots. The items are lively and interspersed with jingles and music.

Radio/Print

Spanish 16-18: Además

16-18/Advanced

Repeat

Autumn 1994

4 x 20 minute programmes

2 programmes per transmission

Radio 3 FM Night School

See attached transmissions sheet or telephone
081-746 1111

Student's workbook including guidelines for teachers, transcripts and a full set of photocopiable pupil worksheets £6.25

Listen to the sound of authentic Spanish with *Además*. Split into two levels, these four programmes provide useful listening material in a variety of styles and language registers. The lower level takes a vocational approach and follows a work-exchange trip to Spain. The remaining two programmes follow the 'Camino de Santiago' and visit Galicia.

TV/Print

The Spanish Collection

16-18/Advanced

Repeat

Autumn 1994

5 x 25 minutes programmes

BBC2 Wednesdays 1.00-1.25pm from 2 November



Workbook contains suggestions for exploitation of the television programmes, related supplementary texts and full transcripts £6.25

These five programmes present an evocative picture of life in post-Franco Spain through the eyes of the Irish-born poet and writer Ian Gibson. The series is aimed primarily at post-16 students studying advanced Spanish but the appeal of the films is broad enough to be attractive to anyone with a general interest in Spain. Ian Gibson, now a Spanish citizen, has lived in Spain since 1978.

The programmes are:

- 1 *Un país apasionado* – the new and sometimes excessive spirit of the new Spanish democracy
- 2 *La nueva moral* – the new freedoms, are they good or bad?
- 3 *Españolas* – women's sudden but uneven experience of change
- 4 *País vasco* – ETA and the Basques
- 5 *Afortunados* – the new consumer society, the craze for gambling and a profile of *ONCE*, the organisation that runs the national lottery

Print/Audio

When in Spain

General



Cassette 1 x 90 minutes £4.99

Book and cassette pack £6.99

A quick and easy mini-course containing information about the country, the people and their lifestyle, as well as language for everyday situations such as ordering a meal, shopping and meeting people. The accompanying cassette contains conversations of these situations, and provides listening and speaking practice.

Italian

Italianissimo

Italianissimo is our new language course for adults – a multi-media package that is totally comprehensive and flexible. In total, there are twenty 15-minute television programmes, ten 30-minute radio programmes, two learner's coursebooks, a tutor's textbook, and eight cassettes.

With *Italianissimo* you can progress from beginner's to intermediate level.

Television

The television programmes are broadcast in two series. It is planned to repeat series 2 in Autumn 1994.

Made on location in many regions of Italy, the films offer an invaluable insight into local language and culture. Interviews reveal the interests, feelings and lifestyles of the people there.

A range of invaluable intermediate-level language is covered to enable you to cope easily with hotels, restaurants, travel arrangements etc. and to socialise with Italian-speaking people.

Autumn 1994

10 x 15 minute programmes

BBC2

See attached transmissions sheet or telephone
081-746 1111



Italianissimo presenter Anna Mazotti

The programmes in series 2 are:

- 11 *La settimana bianca*
- 12 *La riviera dei fiori*
- 13 *In vacanza*
- 14 *Stile italiano*
- 15 *La capitale*
- 16 *Posso presentarmi*
- 17 *Organizziamoci*
- 18 *Identità*
- 19 *Lo scambio di culture*
- 20 *Punti di vista*

Radio

At the time of going to press, there are no plans to repeat the radio element of *Italianissimo*. See attached transmissions sheet or telephone 081-746 1111.

Italianissimo 1

This fully integrated course takes the beginner up to intermediate level. Learn with a self-study student's book and a set of four cassettes. Working with the book and audio material the student will cover the language of introductions, basic socialising, enquiries, requests and needs. The book contains key phrases, language patterns, exercises, vocabulary, a comprehensive grammar section, a review to help you assess your progress, plus further reading and listening exercises. The cassettes are based on recordings made on location. The tutor's book contains all the pages from the student's book plus detailed suggestions for classroom activity.



Student's book £9.99
Cassettes 4 x 75 minutes
£7.99 each
Cassette pack 4 x 75 minutes
£24.99
Book and cassette pack with study
guide poster £39.99
Tutor's book £15.00
Training videopack is available.
See page 29

Italianissimo 2

Following on from *Italianissimo 1*, the second stage of the course takes the learner up to the equivalent of A-level. This part of the course goes on to offer the more complex language needed in the workplace or for socialising supported by extensive practice exercises and grammar explanations. It also contains more extended reading material and a *cultura* section on Italian paintings and poetry. The cassettes are again based on location recordings with additional exercises to further develop your understanding of spoken Italian. There is also extensive reference material, plus regular self-check features to enable you to keep track of your progress.



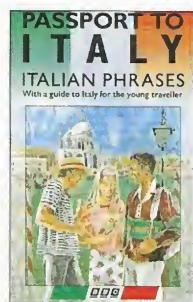
Student's book £14.99
Cassette pack 4 x 75 minutes
£29.99
Training videopack is available.
See page 29

Le Cinque Terre on the Ligurian Coast
– one of the *Italianissimo* programme locations

Print/Audio

Passport to Italy

10–15/Beginners



Language pack – book, travel guide
and 75 minute cassette £8.99

A simple, practical language and information pack for children of 10 to 15 years travelling to Italy. The 96-page book includes a section containing key words and phrases which will be of interest to GCSE students, plus a 32-page travel guide. More general background information is also provided in a special section *Italy and the Italians* using games and quizzes. The 75-minute cassette includes a pronunciation guide as well as key phrases.

Print/Audio

Buongiorno Italia

Beginners



Teacher's notes £3.99
Book £7.99
Cassettes 3 x 60 minutes
£6.99 each
Cassette pack 3 x 60 minutes
£19.99
Activity book £4.99
Book and cassette pack £29.99
Please note that the *Buongiorno Italia* videopack is no longer
available

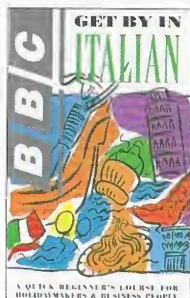
This ever-popular beginner's Italian course focuses on spoken language used in everyday situations – finding the way, shopping, travelling and dealing with prices. The book is based on conversations recorded on location, with key word lists, grammar explanations and cultural background information. The three 60-minute audio cassettes contain all the recordings and offer an invaluable listening resource. The grammar workbook is ideal for those who want additional exercises.



Video/Print/Audio

Get by in Italian videopack

Beginners



Videopack – 60 minute video, 2 x 90 minute cassettes, *Get by in Italian* book and video guide £29.99

A quick and easy introduction to Italian, now with a 60-minute video containing extracts from the popular *Buongiorno Italia* television programmes. The pack comprises the video, two audio cassettes, a book and a video guide. Together they cover eating and drinking, shopping, booking a hotel and meeting people, giving key words and phrases, dialogues and exercises.

Ideal for tourists, business people and students preparing for basic level accreditation.

See also *Get by in Italian*, page 27.

Print/Audio

When in Italy

General

Book £3.50

Cassette 1 x 90 minutes £4.99

Book and cassette pack £6.99

A quick and easy mini-course containing information about the country, the people and their lifestyle, as well as language for everyday situations such as ordering a meal, shopping and meeting people. The accompanying cassette contains conversations of these situations, and provides listening and speaking practice.



One of Italy's most visited monuments – the Trevi Fountain in Rome

Print/Audio

L'Italia dal Vivo

Intermediate



Book £8.99

Cassette pack 3 x 60 minutes £19.99

A second stage course following on from *Buongiorno Italia* for those who want to take their knowledge of Italian up to intermediate level. The twenty-unit book and three cassettes include exercises, explanations and notes on the language, a glossary and more extended reading and listening practice materials. Topics covered include making arrangements, describing feelings and dealing with past and future tenses.

TV

Italy Means Business

Business

Repeat

Summer 1995

5 x 30 minute programmes

BBC2 weekday evenings

See attached transmissions sheet or telephone 081-746 1111

Discover the realities of Italian business in this five-part documentary series. Small and medium-sized companies go about their day-to-day business, attending meetings, selling their products, liaising with designers, etc. The programmes illustrate underlying attitudes to business, invaluable to anyone trying to export to the Italian market. Examples include the launch of a GT supercar by Bugatti, the coffee makers Romcaffè, the men's fashion company Zegna and the glassware company Vernini. In English and Italian with some subtitling, the programmes will be of great interest to business people and individuals who would like to work in Italy as well as business Italian students.

The programmes are:

- 1 *Gold rush in Tuscany*
- 2 *Better by design*
- 3 *Image*
- 4 *Don't shoot the salesman*
- 5 *Go for growth*

Please note that this series is first broadcast in April 1994.

Other Languages

TV

Business Language Show

Business

Repeat

1 x 30 minute programme

BBC1

See attached transmissions sheet or telephone
081-746 1111

For information about the accompanying videopack,
telephone 081-746 1111

The *Business Language Show* examines the benefits of foreign language learning for owners and employees of small- and medium-sized enterprises. Through a series of case-studies filmed in the UK and in the rest of Europe the programme shows companies using a range of approaches and illustrates how to identify what your company needs.

Please note this programme is a specially-edited version of a 60-minute programme first broadcast in April 1994.

Print/Audio

Discovering Portuguese

Beginners



Book £8.99

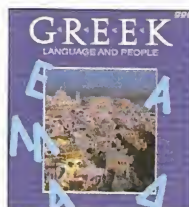
Cassette pack 2 x 60 minutes
£12.99

Designed for complete beginners studying on their own or in a class, this course provides the language skills necessary for speaking and reading simple, everyday Portuguese. Part one presents topics such as greetings, finding the way and shopping, while part two offers more extended reading material with language and cultural explanations. The two audio cassettes contain dialogues and exercises to help you practise your understanding of the spoken language, as well as encouraging you to speak, and a brief introduction to Brazilian Portuguese. Cultural information on Portugal and its people highlights aspects of the country's life and customs.

Print/Audio

Greek Language and People

Beginners



Book £9.99

Cassette pack 2 x 70 minutes
£12.99

For anyone travelling to Greece or dealing with Greek speakers, here is a vital introduction which will lead to a sound basic knowledge of the language. The course book and two 75-minute audio cassettes cover language ranging from everyday situations to expressing feelings, and provides information on Greek life and customs.

Print/Audio/Video

Hindi-Urdu Bol Chaal

Beginners



Book £8.99

Cassette pack 2 x 60 minutes
£12.99

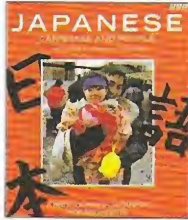
Videopack £16.00 is available from
BBC Education Developments,
PO Box 50, Wetherby,
West Yorkshire, LS23 7EZ.
Please make cheques payable to
BBC Education.

A beginner's course in Hindi and Urdu for those who need a basic understanding of the spoken language. The course covers everyday situations as well as asking for information and expressing opinions. The book and two 60-minute audio cassettes contain dialogues, language notes and exercises, pronunciation guides, vocabulary lists and background information. The course is based on the BBC television series of the same name which is available on video.

Print/Audio/Video

Japanese Language and People

Beginners



Book £16.95

Cassette pack 5 x 90 minutes
£29.99Teacher's guide £6.50 is available
from BSS, PO Box 7, London W3
6XJ. Please make cheques payable
to BBC Education.

Training videopack is available.

See page 29

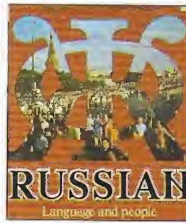
Invaluable to the holiday-maker and business traveller, this beginner's course presents the basics of the spoken language plus extensive cultural information about life in Japan. With the emphasis on understanding and communicating in Japanese, the course takes you to the equivalent of GCSE level, without the written element, although the book also contains an introduction to the kanji (written characters). The five accompanying 90-minute audio cassettes offer extensive listening practice plus comprehension and pronunciation exercises. The extensive teacher's course guide gives ideas for classroom use and target language phrases.

Yuka Nukina presents *Japanese Language and People*

Print/Audio

Russian Language and People

Beginners



Book £9.99

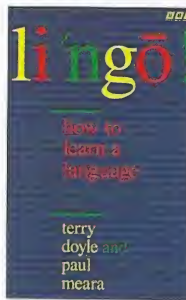
Cassette pack 3 x 60 minutes
£19.99

This beginner's course offers a sound introduction to Russian language, culture and customs. The book covers topics such as finding your way around, shopping, plus a guide to the Cyrillic alphabet, a grammar section and pronunciation exercises. Designed for self-study and based on authentic source materials from the former USSR, the book and cassette offer carefully constructed dialogues, exercises, crosswords and puzzles, to help you develop your understanding of spoken and written Russian.

Print

Lingo! How to Learn a Language

General



Book £4.99

Lingo! is an essential introductory guide to language learning for everyone considering learning a language for the first time. It offers invaluable information to help you choose the right learning method for you. There are tips on organising your study time and setting realistic learning targets, plus advice on how to improve vocabulary, grammar and pronunciation. The book also contains fascinating information on different languages and compares their origins, difficulties and world usage.

BBC Books

As the publishing arm of the BBC Language Unit, BBC Books are responsible for producing the resource material accompanying television and radio language programmes, plus non-programme related language titles, for adults.

The highlight of the 1994/5 list is, of course, the new French language course *The French Experience*. Published in August 1994, in time for October transmission, the resource material consists of a course book, teacher's guide, activity book and 4 x 75-minute cassettes pack. To request advance information on this course, please write to: BBC Languages, PO Box 99, Wetherby, West Yorkshire LS23 7JA.

Other new titles to look forward to include four new additions – Russian, Thai, Japanese and Polish – to the successful Phrasebook list in Spring 1995.

You can obtain BBC language books:

- by using the order form in the centre of this brochure
- from the BBC Shop – please see page 30 for details
- through most booksellers

For more information about BBC language books, please telephone 081-576 2737.

For complete beginners everywhere...

- would you like to make the most of that trip or holiday abroad and exchange a few words in the local language?
- do you need a flexible learning method that will fit into your busy schedule – while you travel to work or have your lunch break?
- perhaps you would prefer to start speaking a new language in private – no classes or tutors?
- or you might like to try a very different language, like Japanese or Arabic, just for the fun of it?

If any of these apply to you, BBC Books has two series of practical, accessible language resources that could offer you the start you are looking for in any one of 15 languages – the *Phrasebooks* and *Get by in...* series.

All are available through booksellers, or use the direct mail order form in the centre of this brochure. For further copies of the order form, telephone the Education Information Unit on 081-746 1111.

Phrasebooks

The *Phrasebook* series comprises a book (£2.99–£3.99), and a book and cassette slipcase pack (£7.99–£9.99). Each book is arranged by topic with the key words and phrases, a pronunciation guide, plus a 5,000 word dictionary. Each cassette gives language with English explanations plus additional information about the country.

The languages available are: French, German, Spanish, Italian, Greek, Portuguese, Arabic and Turkish.

And coming soon are: Russian, Japanese, Thai and Polish.

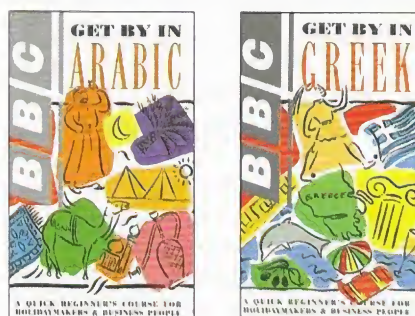


Get by in...

The *Get By In...* series comprises a book (£2.95–£3.99), two audio cassettes (£8.99), and a book and cassette pack (£12.99). Each book covers six topics with sample dialogue and vocabulary lists and each cassette offers helps with pronunciation.

Languages available are: French, German, Spanish, Italian, Greek, Portuguese, Arabic, Turkish, Russian, Chinese, Japanese and Hindi-Urdu.

The first four are also available as videopacks.



Open University

The Open University's Centre for Modern Languages is launching a programme of three undergraduate-level courses in French.

Qualify in French with the Open University

Starting in 1995, this programme of courses will lead to the award of an OU Diploma in French. It will interest those who already have a grounding in French, perhaps at O/GCSE, or a similar level of knowledge, possibly acquired through existing BBC courses or by attending evening classes.

The first course, *Ouverture: a fresh start to French*, consolidates and develops language skills through the study of contemporary issues in France. The second and third courses in the programme build on this foundation and take learners to a level roughly the equivalent of the end of the first year of an undergraduate French degree.

Ouverture consists of:

- eight books
- a course guide
- two 90-minute videos
- twelve audio-cassettes
- two 25-minute television programmes

Students are supported by a tutor and up to 18 hours of tutorials.

What other study opportunities are available in French?

The French materials are also available as self-study packs. Learners work at their own pace without the pressures of exams or a fixed study period. The first pack, available in Autumn 1994 is for those with some knowledge of French.

A specialist pack for tutors in French is also available. It will be particularly relevant to those who are teaching French in an open learning environment.

Future developments

The Centre intends to expand its activities to other languages, giving priority to German, Spanish and Japanese.

How can I find out more?

For a copy of the Centre's brochure please telephone the Central Enquiry Service on 0908 653231, quoting Ref ML94M or write to Central Enquiry Service, The Open University, PO Box 625, Milton Keynes MK1 1TY.



For information about recording Open University programmes, see page 30.

BBC Select

TV Edits

A unique learning language resource

Originally broadcast on BBC Select – the BBC's subscription service – *TV Edits* has been released on video. Now you can experience life in France, Germany and Spain – without leaving the country.

Programme content

TV Edits series one contains twenty 40-minute programmes: ten in French, eight in German and two in Spanish.

TV Edits series two contains twenty 45-minute programmes: ten in French and ten in German.

All material is drawn from the French television station *Antenne 2*, the German station *ZDF* and the Spanish programmes are episodes of *España y las Americas*.

Interesting extracts from a variety of programmes are carefully edited and compiled. The result is a fast-moving magazine format including short clips, ads and interviews – all related to themes of topical interest – and all giving a fascinating insight into the language, culture and customs of these countries.

TV Edits provides a 'real-life' experience of France and Germany that can never be taught in the classroom and can save you hours of time and effort

in lesson preparation. An invaluable complement to your current course material.

Additional resources

As well as the videos, *TV Edits* includes:

- Full transcripts of each programme with notes on any difficult vocabulary.
- Written material for each programme with exercises set at different levels of difficulty for use before, during and after viewing.
- A 'licence to copy' certificate to enable you to make unlimited copies of both the video and the written materials.

How to order

Contact BBC Education Select Customer Services on 081-576 3344.

Each series (20 videos plus 20 books) is priced at £350 + VAT.

New BBC Select series

Details of new BBC Select series are available from: BBC Select, Woodlands, 80 Wood Lane, London W12 0TT. Telephone 081-576 2911.



BBC for Business

BBC for Business are now one of the UK's leading producers of video-based training packages, addressing the key training and development issues faced by today's organisations.

Beginner's Language Range

A Vous La France!, Deutsch Direkt!, España Viva, Italianissimo 1 and 2, Japanese Language and People. Each of these multi-media packages contains:

- 4 videos with up to eight hours teaching
- audio cassettes to complement the video units and develop pronunciation
- a text book to develop a deeper knowledge and understanding of the language
- a tutor's guide including additional exercises and activities
- a grammar workbook (except *Japanese Language and People*)



Beginner's Language Range

Business Language Range

The major development in the language range is the launch of our business language courses. A new and exciting generation of comprehensive business language packages in French, German and Spanish are now available. They include the BBC broadcast programmes plus specially-developed language learning videos with audio and written material.

Designed for anyone conducting business abroad, these comprehensive learning packs give an invaluable insight into the business language and culture of Europe. Specific business skills include presentation, negotiating, selling and participation in meetings.

Aimed at people with a basic knowledge of their chosen language, these training packs ensure levels of language competence that will allow them to work effectively in most foreign business situations.

France/Germany/Spain Means Business

Each ...*Means Business* language course includes:

- five x 30-minute videos – entirely French/German/Spanish versions of the BBC television series plus a transcript booklet of the commentaries
- two 45-minute language learning videos to develop comprehension and spoken skills.
- three 75-minute audio cassettes
- a course textbook
- a video guide
- an introductory guide

For more information about other new products or for a free catalogue please telephone BBC for Business on 081-576 2361/2229.

The Language Unit – here to help

The new *Language Unit* has been especially set up by BBC Education to help all language learners in the UK.

Our aim is to listen to language learners all over the country. In all situations – whether at school, at college, in evening classes or studying at home – we hope to respond to their needs by providing information and advice and most important of all, high-quality practical materials which will help learners realise their goals.

The unit works closely with BBC Education broadcast television and radio to help give learners the widest possible choice of language-learning provision in all media. We are also developing a comprehensive programme of published materials – books, audio cassettes and CDs – plus resources using

new technology on systems such as CD-Rom and CD-I – which will combine the best of television, audio and print in a single medium. Our goal is to provide the best resources for language learners everywhere. *The Language Unit* welcomes your feedback on the BBC's language resources – programmes and print. Please write to Joan Keevill (adults) or Steven Fawkes (schools) at The Language Unit, Room 5356, BBC White City, 201 Wood Lane, London W12 7TS.



Joan Keevill



Steven Fawkes

Further Information

BBC Education Information Unit

The *Education Information Unit* offers a phone and postal service to anyone who is using, or is interested in using, any BBC Education broadcasts or resources. The specially-trained unit team handles on average 2,500 queries every week – many about languages. They can:

- give you information about any of our language resources – transmission details, availability of print, videos, future projects
- send you free of charge any available timetables, leaflets etc on request
- add your name to our mailing list to receive updated information regularly.

The address is BBC Education Information, BBC White City, 201 Wood Lane, London W12 7TS. The telephone number is 081-746 1111.

An answerphone operates outside office hours.

Ordering resources

The order form in the centre of this brochure enables you to obtain current resources directly from us. Orders can only be accepted on this form – if you need more copies, please contact the Education Information Unit on 081-746 1111.

Those resources marked * on the order form are also available through booksellers and BBC Shops (see page 31).

Credit card orders can be placed by telephone on 0912 220381, 24 hours. A postage and packing charge of £1.95 is added to each credit card order.

Prices given are correct at the time of going to print, but may be subject to change without notice.

BBC Radio

BBC Language radio programmes are broadcast on: Radio 3 FM 90.2–92.4 MHz and Radio 4 LW 198 KHz (1515m).

Recording broadcasts

Following the 1988 Copyright Act, educational institutions may only lawfully make recordings if they are licensed by the Educational Recording Agency (ERA). An ERA licence permits the recording of a wide range of radio and television (and cable) broadcasts. Once a licence has been obtained, recordings may be held for educational purposes for use at any time.

The ERA scheme does not cover the Open University (see right).

Only those establishments meeting the statutory definition of 'educational establishments' are able to take out an ERA licence. Those which are in any doubt about whether they fulfil the statutory definition can contact ERA to discuss whether a licence can be granted.

For further advice on this or any aspect of ERA, please contact Kathy Hayhurst or Joy Foster, ERA Ltd, 33–34 Alfred Place, London WC1E 7DP. Telephone 071-436 4883.

Recording Open University Broadcasts

The Open University, in addition to its well-known degree programmes, offers a wide range of educational material for personal interest and professional development. For leaflets in subject areas giving the dates and times of Open University programmes, please send a 9" by 7" sae (2nd class stamp) to: The Broadcasting Office, The Open University, Walton Hall, Milton Keynes MK7 6AA.

Education institutions and companies wanting to record Open University programmes off-air for education and training purposes must apply for an off-air recording licence. These are administered by: Open University Educational Enterprises Ltd, 12 Cofferidge Close, Stony Stratford, Milton Keynes MK11 1BT. Telephone 0908 262612.

Scotland, Wales and Northern Ireland

Details about BBC Education programmes produced in Scotland, Wales and Northern Ireland and the resources that support them are available direct from the appropriate regional office.

Scotland

David Smith
Education Officer
TOB 3
BBC Broadcasting House
Queen Margaret Drive
Glasgow G12 8DG
Telephone: 041-330 2488

Wales

Dr. Eleri Wyn Jones
Education Officer
Room E2106
BBC Broadcasting House
Llandaff
Cardiff CF5 8DG
Telephone: 0222 572830

Northern Ireland

Eric Twaddell
Education Officer
Room 212
BBC Broadcasting House
Ormeau Avenue
Belfast BT2 8HQ
Telephone: 0232 338435

School Radio Cassette Service

Missed a School Radio programme? You can obtain a cassette copy during the term of broadcast only. Send full written details of the broadcast(s) you have missed together with a cheque for £6.00 (for up to two programmes) made payable to BBC Education to: Cassette Service, Room 1319, BBC White City, 201 Wood Lane, London W12 7TS. If you have any queries, please phone 081-740 1963.

CEEFAX

A daily listing of BBC Education television and radio programmes is available on page 613 of CEEFAX.

Teaching Today

The *Teaching Today* series for teacher in-service training includes *Teaching Modern Languages*. It is planned to re-broadcast these two 30-minute programmes during 1994-5. Full details of all *Teaching Today* programmes will be sent to schools prior to the beginning of each term. *Teaching Modern Languages* is also due for release as a videopack containing a 60-minute video, audio cassette and booklet. For up-to-date details please telephone 081-746 1111. For booklet only please see order form.

BBC Shops

All those resources marked * on the order form, plus many more are available from any of the three BBC Shops:

London BBC Shop
4 Langham Place
Upper Regent Street
London W1
Telephone 071-765 4970
Facsimile 071-765 4002

Belfast BBC Shop
21A Arthur Street
Belfast BT1 4GA
Telephone 0232 325672
Facsimile 0232 237907

Newcastle-upon-Tyne BBC Shop
40 Whitecross Way
Eldon Square
Newcastle-upon-Tyne NE1 7XL
Telephone 0912 220381
Facsimile 0912 619902

French Master and Spanish Master

Full details of the *BBC Master* series – French and Spanish – are available free from:
BBC Enterprises Ltd, FREEPOST, Winterhill, Milton
Keynes MK6 1HW or telephone 0800 333399.

Useful telephone numbers

Education Information Unit	081-746 1111
The Language Unit	081-752 5183
BBC for Business	081-576 2415/2521
BBC Select	081-576 3344
Open University	0908 261662
BBC Education in Scotland	041-330 2488
Wales	0222 572830
Northern Ireland	0232 338435

The Languages on the cover are:
Arabic, Chinese, French, German, Greek, Hindi, Italian,
Japanese, Polish, Portuguese, Russian, Spanish, Thai,
Turkish and Urdu.



باللغة العربية

我希望以

Je voudrais par

Ich möchte Deutsch

Θα ήθελα να μιλή

मैं हिन्दी में बोलना पसन्द

Vorrei parlare in

私は日本語を話した

Chciałbym umieć po

Gostaria de falar portu

Я хочу говорить по-ру

Me gustaría hablar espa

ฉันอยากจะทำภาษาไทย

Türkçe konuşmak isterim

میں اردو میں بولنا پسند کروں گا / کروں گی

أرغب في التحدث باللغة العربية

我希望以中文交談

Je voudrais parler français Je

Ich möchte Deutsch sprechen Ich

Θα ήθελα να μιλήσω αγγλικά Θα

मैं हिन्दी में बोलना पसन्द करूँगा/करूँगी मैं हि

Vorrei parlare italiano Vorrei

私は日本語を話したいです 私は日

Chciałbym umieć po polsku Chciałb

Gostaria de falar português Gostaria

Я хочу говорить по-русски Я хочу г

Me gustaría hablar español Me gu

ฉันอยากจะทำภาษาไทย ฉันอยากจ

Türkçe konuşmak isterim Türkçe kon